

Using Creative Problem Solving (TRIZ) in Improving the Quality of Hospital Services

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Abstract

TRIZ is an initiative and SERVQUAL is a structured methodology for quality improvement. Using these tools, inventive problem solving can be applied for quality improvement, and the highest quality can be reached using creative quality improvement methodology. The present study seeks to determine the priority of quality aspects of services provided for patients in the hospital as well as how TRIZ can help in improving the quality of those services. This Study is an applied research which used a dynamic qualitative descriptive survey method during year 2011. Statistical population includes every patient who visited in one of the University Hospitals from March 2011. There existed a big gap between patients' expectations from what seemingly is seen (the design of the hospital) and timely provision of services with their perceptions. Also, quality aspects of services were prioritized as follows: keeping the appearance of hospital (the design), accountability, assurance, credibility and having empathy. Thus, the only thing which mattered most for all staff and managers of studied hospital was the appearance of hospital as well as its staff look. This can grasp a high percentage of patients' satisfaction. By referring to contradiction matrix, the most important principles of TRIZ model were related to tangible factors including principles No. 13 (discarding and recovering), 25 (self-service), 35 (parameter changes), and 2 (taking out). Furthermore, in addition to these four principles, principle No. 24 (intermediary) was repeated most among the others. By utilizing TRIZ, hospital problems can be examined with a more open view, Go beyond The conceptual framework of the organization and responded more quickly to patients' needs.

Keywords: TRIZ, hospital, quality, SERVQUAL

1. Introduction

Quality is so important that is considered as a noticeable concept in our real life (Mohammad & Alhamadani, 2011) and has become an agenda in management as an effective and pervasive strategy (Sahneya, Banwet & Karunesa, 2006). Quality can be considered as a much important element for making difference in corporate competition environment (Altunaş & Yener, 2012). Quality improvement for service organizations to satisfy service receivers' expectations and satisfying them has become a challenge nowadays (Prattana, Nattapan, Patchaya, & Kanokporn, 2012). It is believed that improvement of quality of organization's functionality, is of important approaches in development (Sedighi et al., 2005). Healthcare quality is an important factor in improving patient satisfaction. Also Good quality cares are much vital for reaching Millennium Development Goals (MDGs). Healthcare managers need to have a thorough understanding of the practical enhancement of the cares (Sodani, 2011). Davis et al. (2005) have considered quality measurement as a necessity in competitive environment. Also Lee, Hsu and Chang (2007) suggest that quality of service measurement is first and most important factor in improvement of healthcare quality. Hospitals are organizations Established in order to respond people's health needs. Paying attention to people's expectations in order to continue the optimized correlation between suppliers and demanders of services will result in hospital activities' quality improvement (Majid Pour & Naraghi, 2002). Patient satisfaction is increasingly considered as one of the important factors in